



USDA Weekly Retail Shell Egg and Egg Products Feature Activity

Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/28 thru 04/03.

(prices in dollars per carton)

Fri. Mar 28, 2008

SHELL EGG NATIONAL SUMMARY

Feature Rate		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
		22.8% of 18,000 stores				38.6% of 18,000 stores				42.5% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack			170	2.38	70	1.99	890	1.70	20	1.50	750	1.15
	White 18 pack			210	3.66			620	2.54			190	1.68
	Brown 12 pack											10	1.50
	USDA GRADE A												
	White 12 pack			360	1.83	90	1.48	1,490	1.55	140	1.04	960	1.14
SPECIALTY	White 18 pack			20	1.99			250	2.07			630	1.82
	Brown 12 pack			220	1.52			10	2.00			20	1.63
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack			230	3.81			80	4.00	10	6.00	760	2.87
	OMEGA-3	170	2.79	690	2.59	10	1.68	770	2.40	420	2.25	1,050	2.32
LARGE	White 12 pack			310	3.89			490	2.49			110	2.50
	Brown 12 pack												
	CAGE-FREE												
	White 12 pack							870	2.49				
TINY	Brown 12 pack			360	2.63			1,090	2.49			700	2.45

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	980	3,420	2,720	Large Eggs on Mar-24-2008 343.3 down 28%
Specialty	1,760	3,310	3,050	
Total (includes MD)	2,740	6,970	5,900	
Special Rate 4/:	9.3%	15.9%	13.2%	

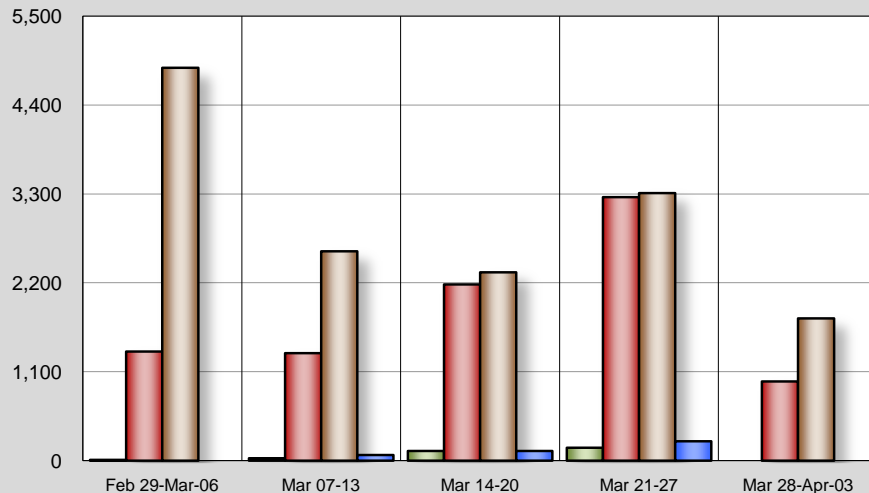
5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

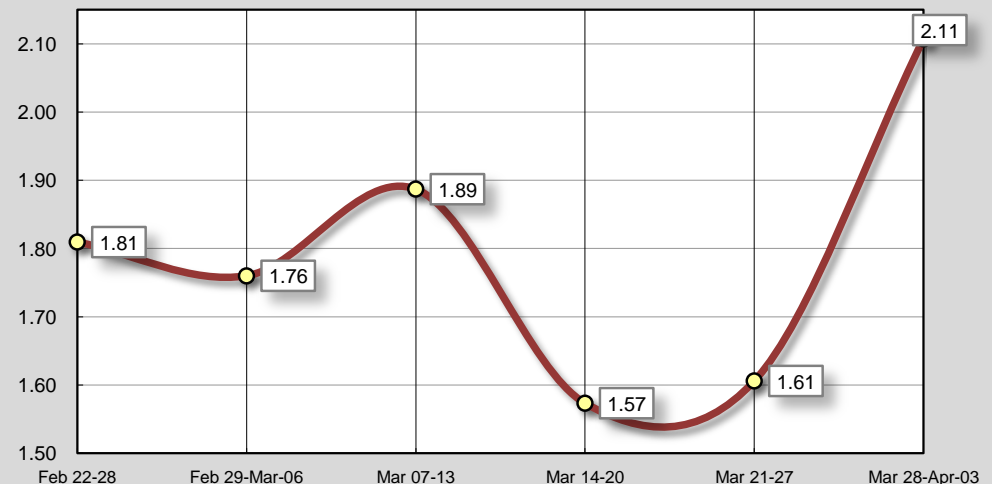
Feature activity is down sharply on regular shell eggs, following the Easter holiday, when compared to both last week and last year. The average price of Grade A or better, Large White eggs increased dramatically as limited promotions are in place. "Buy 1 or Buy 2 - Get 1 Free" are still visible this week, but not as much as the previous week. Specialty shell eggs are lower than a week and year ago. Omega-3 white eggs are most commonly featured in the sector. In the egg products sector, liquid eggs continue lower than the previous year and the previous week. Most liquid ad are located in the Northeast area this week.

Shell Egg Promotional Activity by Category

XL LG Spclty Med



Large White Eggs - Grade A or better, wtd avg. feature price converted to \$/dozen



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)							SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)							MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)						
Feature Rate ^{1/} Activity Index ^{2/}		34.9% of 3,900 sampled outlets Activity Index = 1,340 (includes Medium)							3.3% of 4,900 sampled outlets Activity Index = 30 (includes Medium)							14.4% of 3,000 sampled outlets Activity Index = 380 (includes Medium)						
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack				1.88	10	1.88															
	White 18 pack																					
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				1.56 - 2.04	250	1.96				1.56	20	1.56				1.49 - 1.59	50	1.53			
	White 18 pack																					
	Brown 12 pack				1.50	210	1.50				2.00	10	2.00									
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						White 12 pack		
		White 30 pack						White 30 pack						White 30 pack						White 30 pack		
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack																					
	Brown 12 pack				3.58 - 3.98	120	3.92										2.99 - 3.29	50	3.09			
	OMEGA-3																					
	White 12 pack	2.69 - 2.99	170	2.79	1.99 - 2.69	400	2.63										2.50	210	2.50			
	Brown 12 pack																					
	CAGE-FREE																					
	White 12 pack				2.29 - 2.49	180	2.47										2.49 - 2.99	70	2.83			
	Brown 12 pack																					
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)							SOUTHWEST U.S. (CA,NV)							NORTHWEST U.S. (ID,MT,OR,WA,WY)						
Feature Rate ^{1/} Activity Index ^{2/}		19.1% of 3,000 sampled outlets Activity Index = 260 (includes Medium)							53.9% of 2,300 sampled outlets Activity Index = 680 (includes Medium)							39.6% of 900 sampled outlets Activity Index = 50 (includes Medium)						
USDA GRADE AA	White 12 pack										1.80 - 2.50	160	2.41									
	White 18 pack										3.59 - 3.79	210	3.66									
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						White 12 pack		
USDA GRADE A	White 12 pack				1.49 - 1.56	40	1.53															
	White 18 pack				1.99	20	1.99															
	Brown 12 pack																					
	MEDIUM	White 12 pack						White 12 pack						White 12 pack						White 12 pack		
		White 30 pack						White 30 pack						White 30 pack						White 30 pack		
S P E C I A L T Y	USDA ORGANIC																					
	White 12 pack				4.19	50	4.19										4.19	10	4.19			
	Brown 12 pack																					
	OMEGA-3																					
	White 12 pack				2.00 - 4.49	70	2.77										2.00	10	2.00			
	Brown 12 pack										3.89	310	3.89									
	CAGE-FREE																					
	White 12 pack				2.49	80	2.49										3.49	30	3.49			
	Brown 12 pack																					

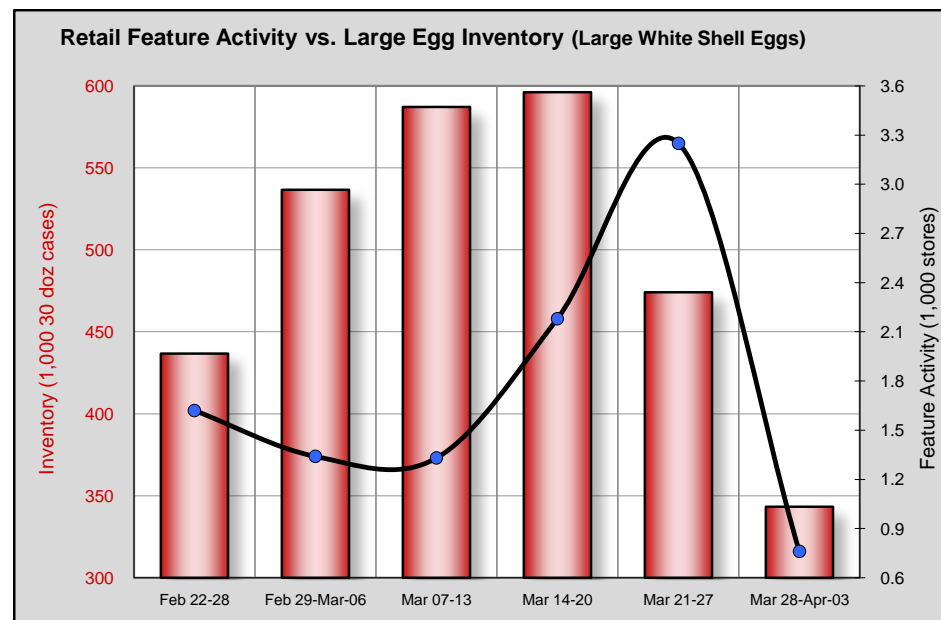
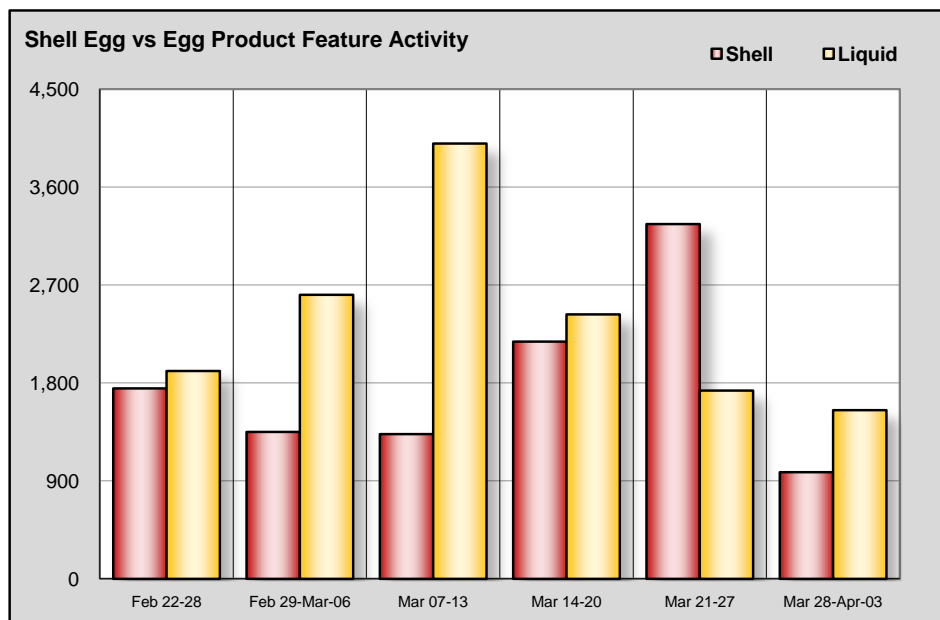
Note: See page 1 for explanatory notes.



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EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	8.4%	5.9%	15.9%	25.6% of 3,900 sampled		0.0% of 4,900 sampled		10.6% of 3,000 sampled		2.0% of 3,000 sampled		6.0% of 2,300 sampled		1.1% of 900 sampled	
2/ Activity Index	1,550	1,730	2,940	Activity Index = 1,020		Activity Index = 0		Activity Index = 320		Activity Index = 60		Activity Index = 140		Activity Index = 10	
	Stores Avg ^{3/}	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}	Price Range	Stores Avg ^{3/}
14-16 oz. crtn	830 2.54	870 2.69	2,660 2.31	2.33 - 3.00	650 2.55			2.19 - 3.18	110 2.47	2.44 - 2.50	60 2.49			2.50	10 2.50
32 oz. crtn	480 4.75	740 4.74		5.49	130 5.49			4.79	210 4.79			3.99	140 3.99		
3 - 4 oz. cup		120 2.99	140 3.00												
2 - 8 oz. cup	240 2.99		140 2.99	2.99	240 2.99										



Note: See page 1 for explanatory notes.